ACTION PLAN 1

S Specific M Measurable A Achievable R Relevant T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Increase the conversion rates on our websites from 1% to 2% by the end of Q2 2022.

BOTTOM LINE: Benefits of Achieving Your Goal

We had close to 2 million visits to all of our websites last year with a conversion rate of 1%. If we can increase that to 2%,we could realistically add another 2000 - 2500 deals to the bottom line, without spending any additional ad funds.

Consequences of Not Achieving Your Goal

The consequences would be that we would have to continue to increase spend to achieve our goal of a 20% increase in sales.

When will you start? February 2022

How will you gauge your progress? When? Using which metrics?

By measuring conversion rate on traffic. How many leads are we generating relative to all the visitors to our website.

What specific actions will you take to achieve your goal? Who can help you?

February 2022 - Complete audit on all SOAG websites with new digital agency. Put together plan of action for necessary changes to increase conversion on all sites.

March 2022 - April 2022 - Go site by site (19 in total) and make all outlined changes.

May 2022 - Measure conversion rates by site, make adjustments.

June 2022 - Goal by end of Q2, increased conversion rate on all sites to 2%. Gives us the rest of the year to reap the benefits and add additional sales to the bottom line without additional expense.

Potential Challenges?	Potential Solutions?
Competition from disruptors competing for the same buyers	Continue to build value with the Step One Experience with extras like - free maintenance after the purchase to differentiate ourselves from those disruptors
Pressure on inventory - No matter how much we improve the website experience, if we don't have inventory, there is nothing to convert on.	Increase marketing efforts on trade in messaging and dedicated acquisition center. Work with OEM's to get the right inventory. Continue to expand options for pre-order messaging.